

Printer Ink & Toner Online Scorecard

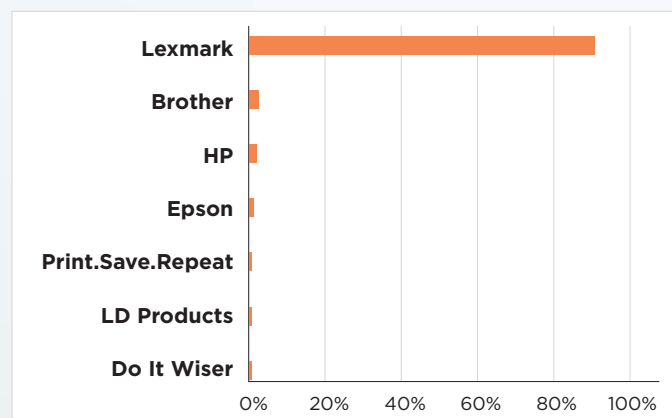
Although a digital transformation has taken place both in homes and at the office, the printing industry continues to play an important role in daily life and business operations. The online printer ink/toner category has grossed over \$1.4 billion in sales over the past year while growing 7.7%. Growth in the category has been driven by both the authenticity of name brands as well as the cost-effectiveness of generic brands selling compatible cartridges. The top 15 brands online, consisting of both name brands and generics, have proven they can adapt to ever-changing consumer preferences.

This scorecard looks at the performance of the top 15 printer ink/toner brands online across the entire consumer decision journey. The Shopper Journey metrics speak to how brands have driven awareness of their products and how they have been able to differentiate themselves from competitors. The Buyer Behavior metrics then help to determine if that differentiation was enough to build customer loyalty.

Printer Toner/Ink Brand	Market Benchmark		Shopper Journey		Buyer Behavior		
	Sales Share	Dollar Spent Growth	Search Driven Conversion	Percent Winning Sessions	Share of Wallet	Retained Customers	
Brother	2	24.2%	19%	9	2	3	
HP		23.9%	-1%	10	4	2	
Epson	2	12.7%	0%	5	1	3	
Canon		4.6%	19%	7	8	7	
E-Z Ink		3.4%	3	59%	8	11	7
Lexmark		2.5%	0%	2	3	4	1
LD Products		2.3%	-5%	3	12	12	11
Linkyo		1.6%	45%	12	10	13	10
Xerox		1.6%	14%	6	5	10	8
JARBO		1.5%	22%	13	7	6	12
Samsung		1.3%	-11%	14	14	8	6
Dell		1.1%	-5%	4	6	5	5
v4ink		1.0%	-32%	15	13	14	8
Do It Wiser		1.0%	24%	11	15	15	15
LxTek		1.0%	-4%	1	9	11	13
	Actuals			Ranked			

Analysis Timeframe: August 2018 - July 2019

1 Lexmark's Share of Wallet in Ink/Toner



With a robust printing supply recycling program, Lexmark has seen a high customer retention rate (91%) and a high share of wallet (91%) over the last year. Retained customers are most often purchasing a product through their High Yield Return Program, which offers a discount to consumers in exchange for agreeing to use and return cartridges for remanufacturing or recycling. In the last year, Lexmark has seen an average of 9.2 repeat purchases from a consumer, a substantial increase from the year prior. Not only can Lexmark boast about their customer loyalty, they can present themselves as an industry leader in sustainability and eco-friendliness.

Column Definitions

Printer Toner/Ink: a combination of printer ink/toner cartridges; ink in liquid form and toner in powder form

Sales Share: each brand's share of total category sales

Dollars Spent Growth: year-over-year growth in dollars spent

Search Driven Conversion: measures each brand's success in converting on-site searches into sales

Percent Winning Sessions: measures each brand's success in winning sales when consumers also considered rival brands

Share of Wallet: among buyers of a brand, the percent of total category sales that brand captures

Retained Customers: measures the percent of returning customers that buy the brand in both the current and previous period

2 Search Terms Leading to a Purchase

Rank	Search Term
1	tn660
2	epson 220 ink
3	epson 252 ink
4	tn760
5	epson 410 ink cartridges
6	tn450
7	printer ink
8	epson 288 ink cartridges
9	epson 200 ink
10	printer paper

The top search terms leading to a purchase of printer ink or toner are often tied to a specific model number. We see both a Brother toner and an Epson ink repeatedly on this list. This comes as no surprise since Brother is the #1 brand in Toners with 24% market share, and Epson is #1 in Ink with another 24% of the share.

In total, name brands make up well over 60% of the category, suggesting that name recognition and the quality guarantee that comes with that name still drives consumers to purchase their products, even at higher price points. Moreover, Brother, Epson and other name brands rank the highest in terms of retained customers and share of wallet, suggesting high loyalty and customer satisfaction.

3 Brand Win/Loss Rank

Rank	Competitive Losing Brands
1	Brother
2	Epson
3	LD Products
4	Linkyo
5	GPC Image
6	v4ink

Winning Item

E-Z Ink (TM) Compatible Toner Cartridge Replacement for Brother TN660 High Yield to use with HL-L2300D HL-L2320D HL-L2380DW HL-L2340DW MFC-L2700DW MFC-L2720DW MFC-L2740DW Printer (Black 1 Pack) **\$12.99**

Top Competitive Losing Item

Brother Genuine TN660 High Yield Black Toner Cartridge **\$53.97**

While name brands hold the majority of market share, there are a growing number of reputable generic brands offering cheaper alternatives. The presence of these brands is particularly noticeable online as the endless aisle offers consumers a wide range of brand and item selections. Compatible cartridges grew at a rate of 14.2% YoY, nearly double that of the category overall and top generic brands E-Z Ink and Linkyo grew 59% and 44% respectively.

Looking at E-Z Ink, the brand was considered in 9% of ink/toner shopping sessions. Of those, E-Z Ink won over 81% of the time, most often beating out name brands Brother and Epson. In the example above, E-Z Ink won the sale with a compatible item priced more than 4x below the top competitive losing item. This indicates that there are in fact consumers, and a growing number of them, willing to sacrifice the name to save money.

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